

UPDATE



The Arizona Association for Economic Development is the leading advocate for responsible economic development for all of Arizona.

Valley Forward *Livability Summit*

Amy Malloy, Westcor

“CLIMATE CHANGE”

On Earth Day, April 27, 2007, Valley Forward hosted its annual Livability Summit at the Phoenix Convention Center. The timely topic for this year’s Summit was “Climate Change”, and they brought in experts from all over the world to delve into this topic.

The morning started off with an introduction from the moderator for the day, meteorologist for News 92.3 KTAR, Ed Phillips. Ed is also the author of *Greenhouse Factor*, *World Climate in Crisis* and has been publishing his Ed Phillips Arizona Almanac for 23 years, so he was well versed to lead our experts through a discussion on global warming.

Following Ed Phillips, we heard from David Victor, the Director of the Program on Energy and Sustainable Development at Stanford University. An Arizona native, David Victor focused on the massive studies showing the warming of the earth and the plausible causality of Carbon Dioxide on this trend. While grim in its implications, Victor also encouraged attendees that improvements can be made, if we have the political fortitude to pass policy to address the most obvious contributors to global warming.

Still at a macro level, the next speaker transitioned from the science of the issue to the politics of the issue. Terry Tamminen, an energetic speaker, is the Policy Analyst for Governor Arnold Schwarznegger. Tamminen also referenced the science, but insisted that because global warming has crept back into the spotlight, it was up to State leaders, rather than the federal government to take the lead in addressing and educating its residents of the issue. He also referenced the Western States

agreement that the governors of Arizona, California, New Mexico and Washington had signed this past year to enable committees and studies to commence regionally to address this issue. Arizona will be in the lead, with these other western states, of states across the nation moving toward this goal.

The next speaker, Joel Kotkin, provided both a macro perspective by discussing broadly the problem and then a micro perspective by specifically detailing what Arizona can do to address the problem. One of Kotkin’s major points was that moving forward to reduce the effects of global warming could create new economies and allow for increased economic prosperity, something that many

European countries have already discovered. When talking specifically of Phoenix, Kotkin challenged the validity of developing downtown Phoenix into a major urban downtown. Kotkin’s perspective was that we have returned to a pre-industrial society and that the Valley, with its large collection of burgeoning cities and suburbs, is an ideal and preferable locations for families to live. He further stated that having a strong

Continued, page 3



INSIDE THIS ISSUE

Spotlight..... 2	AAEDBoard/Committees..... 5
PR Committee..... 3	New Members..... 5
Latest Dirt..... 4	Newsworthy..... 8
President’s Message..... 4	Calendar..... 9

SPOTLIGHT: Joe Snell

[Joyce Grossman, City of Phoenix]

Being in the right place at the right time has defined the career of our incoming AAED Secretary-Treasurer. In 1987 he helped to change the economic dynamics of New Mexico with the landing of Intel in Rio Rancho. Since then he has had a hand in the development of Denver's economy, and in 2005 he came to Southern Arizona as President and CEO of Tucson Regional Economic Opportunities (TREO). Please meet Joe Snell...

What is an economic development accomplishment you are most proud of?

Helping to reshape metro Denver's economy with the creation of an economic vision that all seven surrounding counties could buy into is something I am proud of. We developed strategies that allowed us to go from a low tech to a high tech economy in 10 years.

I am also proud of the recent successes in bringing jobs into the Tucson Region. The recent announcements of Pella Corporation and La Costena foods both will have significant impact on the region's economy.

What projects are you working on that might have a regional/statewide impact?

Currently I am working with our partners at TREO to position Southern Arizona to compete in the global economy. We pulled together a broad-based group of leaders to help us develop a long-term economic vision and strategy for the region. The blueprint includes the "Power of Five" to secure and shape the region's density. The "Power of Five": High-Skilled/High-Wage

Jobs, Educational Excellence, Urban Renaissance, Livable Communities, and Collaborative Governance & Stewardship. (www.treoaz.org for more specifics.)

What do you see as being the major economic development issues facing us in the next five years?

Our industry is going through a major revolution. Economic developers must adapt to a global economy. The skill sets needed in this profession a decade ago are obsolete. I believe that organizations that focus only on real estate based services will be in trouble. The profession is demanding that we as economic developers must position our communities to compete. That requires us to marshal all of the forces of a community to position ourselves to compete.

We also have to keep in mind that the knowledge workers will continue to dictate which communities win and which fall short in their economic development efforts.

What do you enjoy about your job?

I wake up every day and love to go to work. Bringing the stakeholders of the region together to tackle the issues is fulfilling. I love the magic we create when we leverage our strengths. When all forces align you have success, and that is economic development!

What is a little known fact about you?

Either I am a magnet for natural disasters or just lucky. I have survived one tornado and two earthquakes. In Wichita I had to dive out of car under an overpass to avoid a tornado. I was in California for the 1989 and 1991 earthquakes.



Livability Summit, continued from page 1

core, buffered by open space and other urban cores, or a “Garden City” ideal, would be a better fit for the Valley than a densely populated downtown and would lead to a higher degree of livability.

Susan Roaf, a visiting professor at ASU’s College of Design at the Herberger Center for Design Research, is also the co-director of the Oxford Center for Sustainable Development in Oxford, England. She took us on a completely different course and asked us to assist her in finding a place to live in the Valley while she is at ASU. Her class at ASU had assisted her in winnowing down her option to two divergent choices: Verrado in Buckeye, and the Garfield neighborhood in downtown Phoenix. The question was: what location is more livable? And even more specific: which location can best mitigate the effects of global warming? Roaf did not reveal her choice and left us to wonder what her option would be.

Finally, the conference came back to local leaders in the fight against climate change with our final speaker, Steve Owens, Director of the Arizona Department of Commerce. As the chair of the Governor’s Climate Change Executive Committee, Owens provided the background on Arizona’s involvement and recent efforts to regionalize efforts with the Western State agreement and to educate citizens of the State of Arizona on the importance of taking steps to combat global warming. Owens ended his talk by showing a recent cover of Sports Illustrated magazine with a Florida Marlins pitcher standing knee deep in water in the Marlin’s baseball stadium. The inside story depicted various ball-fields throughout the country that run the risk of being destroyed through the hazardous rainfall and hurricanes linked to climate change. This cover provided another realization of how global warming has

sprung into the national vernacular and how now is the time for action.

In addition to these global experts, Valley Forward was also honored by Governor Janet Napolitano and Mayor Phil Gordon, fully rounding out the day and reminding those in attendance of the important steps we can take as a Valley and as a State to address climate change.

All of the speakers, while espousing different tactics, all provided a similar message: climate change is upon us and there are several things we can do to address the negative impacts from macro issues like global and national policy to micro issues like personal consumption and personal responsibility. The audience was left feeling empowered to take action.

In the Resource Area, several booths were set up by both private and public agencies to provide additional education on climate change. SRP even provided each attendee with a fluorescent light bulb to take home, promoting electricity reduction.

In addition, Valley Forward donated proceeds from each ticket of the Summit to offset emissions created by presenting the half-day forum. The funds will be used to plant trees in Phoenix’s Rio Salado Park and to purchase enough clean renewable energy to offset electricity needs for the Summit, creating a carbon-negative event.

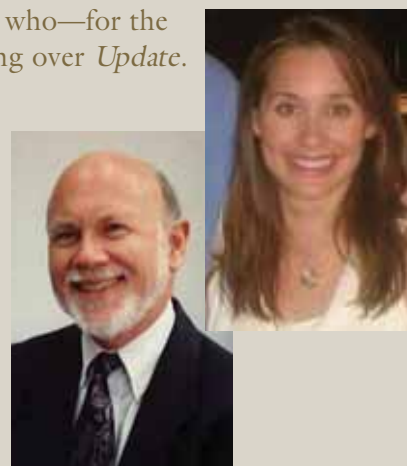
In light of all the recent attention this issue has garnered, and in light of the record-breaking attendance at this year’s Summit, it was clear to those in attendance that climate change is a salient concern. This conference demonstrated how Arizona is moving forward to address climate change issues and what effects these choices will have on the State’s economy.

AAED’s PR Committee Shines

AAED owes a tremendous debt to Rachel Busch who—for the last two years—has spent unknown hours laboring over *Update*.

Most of those hours were in the evenings and weekends. Rachel has done a marvelous job taking our *Update* to a monthly publication. We all thank Rachel and her committee for their stellar work and professional product. AAED now turns the reigns over to our third Editor-in-Chief, Mr. Pete Klute.

Pete has been in public relations for over 40 years. We welcome Pete as our new PR Communications committee chair.



LATEST DIRT

[Amanda Elmore, Barton Mallow]

Chandler, Phoenix, Scottsdale, Surprise and Tempe – A partnership led by the Arizona Department of Commerce and the City of Chandler, Phoenix, Scottsdale, Surprise and Tempe is launching a major recruitment effort. The cities’ trip to the annual Biotechnology Industry Organization (BIO) Conference in Boston will hopefully bring new biotech companies to the Valley. The event allows cities from around the country to attract global science corporations, educational institutions and governments.

Chandler – Pearson Digital Learning has announced their plans to consolidate their Valley operations and relocate 600 high-tech jobs to Chandler. The company’s 135,000 square foot

facility is currently under construction at the Loop 101 freeway and Ray Road in Chandler.

Tempe – Constellation Property Group is in the planning stages to include a new hotel into the Stadium Towers condo project on Fifth Street and College Avenue. The project will include a 20-story, 225-foot building and a 15-floor second tower. Constellation is planning for the project to include mostly condos but adding the hotel aspect to the project will allow residents to utilize the hotel’s concierge service.

Does your community have some “DIRT” to share? Send your contributions to the editor, PeteKlute@KluteCommunications.com.

President’s Message

[Garrett Newland, WestCor]



I am deeply honored to serve as President of AAED for 2007-2008. I moved my family from New Mexico to Arizona in 1994, and immediately became aware of AAED and the impact that the organization has on statewide economic development efforts.

Thirteen years after joining,

I can say that it has been a great experience for me, both personally and professionally.

The strength of AAED is its membership, and the diversity that it represents. Practitioner and provider, public and private, rural and metro, large and small – at over 500 strong, the voice of AAED is one that truly represents the entire state of Arizona on economic development and workforce issues.

AAED has been fortunate to have great staff, led by John Bowers over the past 6 years. As John moves on to the next chapter in his life, he deserves a huge thank you for his efforts to advance our organization to where it stands today. Bruce Coomer, our new Executive Director, is no stranger to AAED, and he

has hit the ground running in his first few months on the job. I can tell you that Bruce and Myra are doing good things for AAED every day.

Please join me in thanking LH Hamilton for his leadership as our President this past year, and offer thanks to Michael Ortega and Nancy Schneider for their service on the Board. I also want to personally thank Stephanie Healy for her vision and dedication as she transitions off of the Board – I will miss her great attitude, ideas and candor (but don’t think you are getting too far away, Steph – I’ll be calling!).

Advancing economic development through education, advocacy and networking will continue to be the mission for the organization into the future. The 2007-2008 Board is in place, and Committee Chairs and Vice Chairs are already preparing their Action Plans for the coming year. The Board Retreat will be held on June 15-16 in a super secret location (well, actually just somewhere that has cool pines nearby!).

Your Board and Committees are ready to go to work, so please get involved, and share any ideas you have that will help make AAED all that it can be for the coming year – it’s going to be a blast!

Garrett Newland

AAED Board of Directors, 2007-08

- David Bentler.....APS Economic Development
- Jane Bristol City of Prescott
- Barry Broome Greater Phoenix Economic Council
- Chris Camacho Greater Yuma Economic Development Corporation
- John Chan City of Phoenix
- Nick Davis The BECK Group
- Teri Drew NACOG – EWD
- Pat DryerCox Business Services
- Levi Esquerra Center for American Indian
Economic Development at NAU
- Lori Gary..... Town of Buckeye
- L. H. HamiltonCochise County
- Eric LarsonA. R. Mays Construction
- Jan Leshner..... Arizona Department of Commerce
- A'kos Kovach..... City of Holbrook
- Jill Kusy Arizona Planning Association
- Ted Mullikin Terracon Consultants
- Dave Naugle..... Southwest Gas
- Garrett Newland Westcor
- Harry PaxtonCity of Chandler
- Darcy RenfroArizona Office of the Governor
- Rock Rickert..... Delmastro + Eells
- Roberto Rios Arizona Department of Commerce
- Jody Ryan Arizona Department of Commerce
- Joe Snell Tucson Regional Economic Opportunities, Inc.
- Curtis Woody Sundt Construction
- Knox Kimberly, legal counsel..... Triadvocates

AAED Committee Chairs, 2007-08

- ARIZONA BUSINESS RETENTION & EXPANSION COUNCIL
- Dan HendersonCity of Tempe
- AWARDS BANQUET
- Ted Mullikin Terracon Consultants
- EDDE AWARDS
- Julie Engel..... Greater Yuma Economic Development Corporation
- EDUCATIONAL PROGRAMS
- Scott CooperCity of Peoria
- EVENTS
- Jeff Fairman Sundt Construction
- GOVERNOR'S RURAL DEVELOPMENT CONFERENCE
- Mike Apostolos (2007)..... Faithful + Gould
- GOVERNMENTAL AFFAIRS
- Dave Naugle.....Southwest Gas
- INDUSTRY FORUM
- Rick HansenMaricopa Community College District
- Harry PaxtonCity of Chandler
- MEMBERSHIP
- Tammy CarrDeutsch Associates
- PUBLIC RELATION & COMMUNICATIONS
- Pete Klute..... Klute Communications
- RURAL
- Chris CamachoGreater Yuma
Economic Development Corporation
- SOUTHERN ARIZONA MEMBERSHIP
- Curt Woody Sundt Construction
- SPRING CONFERENCE
- Christine MackayCity of Chandler
- TRIBAL ECONOMIC DEVELOPMENT
- Levi Esquerra .. Center for American Indian Economic Development
- WORKFORCE
- Teri Drew NACOG - EWD

New Members



Carrie Bailes, Director of Business Development
SL Bade & Associates
9163 W. Union Hills Dr., #105-33, Peoria, AZ 85382
(602) 460-8153 • cabailes@bade-associates.com



Paula Burnam,
Director of Apprenticeship & Job Training
Arizona Department of Commerce
1700 W. Washington, Ste 200, Phoenix,
AZ 85007
(602) 771-1181
paulab@azcommerce.com

Karl Despina, Principal
PK Associates, LLC
7434 E. McDonald Drive, Sottsdale, AZ 85250
(480) 922-8854, kdespina@paulkoehler.com



Jerry Ewing,
Assistant Deputy Director - Operations
Arizona Department of Commerce
1700 W. Washington, Ste 600
Phoenix, AZ 85007
(602) 771-1162
JerryE@azcommerce.com



Edyie McCall,
Business Attraction Manager
Arizona Department of Commerce
1700 W. Washington, Ste 200
Phoenix, AZ 85007
(602) 771-1118
edyiem@azcommerce.com

Eric Meyer, Information Technology Manager
Arizona Department of Commerce
1700 W. Washington, Phoenix, AZ 85007
(602) 771-1106 • ericm@azcommerce.com



Kris Neese, Marketing Manager
RealGIS, Inc.
2627 Redwing Road, Ste 100, Fort Col-
lins, CO 80526
(970) 225-8920 • kris.neese@realgis.
com

Pati Urias, Director of Communications
Arizona Department of Commerce
1700 W. Washington, Ste 600, Phoenix, AZ 85007
(602) 771-1218 • patiu@azcommerce

Have a story idea?

We want to hear from you!

Write the editor at PeteKlute@KluteCommunications.com.



INTRODUCING LORD DAVID NEWLIN



EMCEE 'KING RICKERT'



SUBJECTS OF THE COURT: RACHEL BUSCH, DAVID BENTLER, AND LANDIS ELLIOTT



BEEFEATER NICK DAVIS AND HIS HENCHMAN AKOS (A.K.) KOVACH



AN EVENT FIT FOR A KING! NEW MEMBER OF THE YEAR MIKE ALBERTSON

AAED Spring Conference



SPEAKER RUSSELL PERRY

SIERRA VISTA'S ROYALTY, BARRY ALBRECHT, ECONOMIC DEVELOPER OF THE YEAR - SMALL COMMUNITY



AAED ROYALTY, CHRISTINE MACKEY, ECONOMIC DEVELOPER OF THE YEAR - LARGE COMMUNITY

INCOMING PRESIDENT GARRETT NEWLAND ADDRESSES HIS ROYAL SUBJECTS



More from the AAED Spring Conference



MEMBER OF THE YEAR, KING MULLIKIN



THE USUAL GOLF SUSPECTS! AGAIN?



MICHELLE PINO, CRAZY FOR GOLF!



QUEEN JANE BRISTOL ENJOYS HER LAMPKIN AWARD REVIEW

Golf Tournament



ANOTHER FAIRMAN BOGEY!



QUEEN, B.J. SMITH, ACCEPTING AWARD FOR WORKFORCE PRACTITIONER OF THE YEAR



I'M SO GLAD MY SHIRT MATCHES MY FACE, MR. PAT DRYER

TED MULLIKIN ENJOYS KISSES FROM 'BEULAH' AT LUNCH





NEWSWORTHY

[Myra Getsch, AAED]

Teri Killgore, formerly with City of Mesa, has just joined the City of Chandler as the Downtown Redevelopment Manager.

John Ulibarri, formerly of Manhard Consulting has just accepted the position of Vice President of Development Services with TranSystems, Inc.

Ron Cornish is now with the Center for American Indian Economic Development at NAU in Flagstaff as a Research Analyst.

Jamie Addison, formerly of Lockwood Andrews & Newnam, has joined PBS&J as Senior Project Manager.

Megan Griego, formerly with the Town of Fountain Hills, has joined the Surprise Economic Development team.

Jamie Cervantes, formerly of Speedie & Associates, Inc., has joined NTDStichler Architecture as Marketing Manager.



JOHN ULIBARRI



JAMIE ADDISON

Public Relations Network Names New President

Scott Hanson has been a member of the AAED's Public Relations Committee for the past four years and writes many of our organizations' press releases. AAED UPDATE just learned that Scott, of Phoenix-based HMA Public Relations, a founding member of the Public Relations Global Network (PRGN), was recently named president of their organization. PRGN is a consortium of more than 50 public relations agencies.



He began his one-year term at the conclusion of the network's semi-annual meetings in Milan, Italy. PRGN's next meetings are scheduled for San Francisco, Paris, Shanghai, Washington, D.C. and Sao Paulo, Brazil.

"To be the president of such a highly regarded international network is a great honor," said Scott Hanson, president of HMA Public Relations. "It is a uniquely rewarding experience to be involved with a group of professionals who share a common goal, yet our home towns and markets vary greatly around the globe."

Hanson said the continued demand for international public relations capabilities has helped fuel the growth of PRGN.

Clients of PRGN agencies include well-established regional, national and international companies and organizations. Clients of the network agencies benefit from shared expertise such as specialization in culture and high-tech communications. They also benefit from the ability to access full-service, high-quality communications counsel and execution in major markets around the world.

Formed in 1992, PRGN currently has more than 50 member agencies in countries across North America, South America, Europe, Australia and Asia. Agency members are independent, owner-operated public relations and communications agencies sharing expertise and resources.

CALENDAR OF EVENTS

JUNE

June 5

Phoenix Luncheon – Program is the Economic Impact of Westgate “Leveraging Your Community Thru Sports and Entertainment”

A panel will speak consisting of: Brad Parker, Vice President of Public Affairs, AZ Sports & Tourism Authority, Mike Bucek, Senior Vice President & Chief Marketing Officer, Phoenix Coyotes, Dave Groff, President, Westgate Live, and Jack Lunsford, President/CEO Westmarc.

June 15 & 16

Leadership Retreat in Sedona

AUGUST

August 15, 16, 17

Governor’s Rural Development Conference, Hilton El Conquistador, Oro Valley

SEPTEMBER

September 4

Dr. Michael Crowe will speak at the Phoenix Luncheon

September 28

AAED Annual Golf Classic

JOIN AAED IN WELCOMING OUR

Newest Staff Member

Bridgette Walker has joined the AAED staff as our Member Relations specialist. She will likely be the first impression people have of AAED as she will be at our front desk, answering phones, taking reservations for our many events and doing her best to answer your questions. Bridgette comes from North Carolina, has a degree in public relations, a great attitude and will be a wonderful addition to our team.



CALYPSO GIRLS TERRI KILLGORE, CATHY JI & LANDIS ELLIOTT



AAED Update

PUBLISHER.....Bruce Coomer
EDITOR-IN-CHIEF Rachel Busch

REPORTERS

Bruce Coomer
Myra Getsch
Amanda Elmore
Joyce Grossman
Amy Malloy
Garrett Newland

EDITORIAL BOARD

Jenny Ellis
Megan Griego
Joyce Grossman
Amy Malloy
Dina Serin

AAED Update provides news and views of the Arizona Association for Economic Development and its members.

AAED Premier Partners



AAED Partners



Photo, top of page 1: One of the many spectacular views of Lake Havasu City